



Edmond Town Hall Board of Managers

Regular Meeting

Tuesday, March 09, 2021 - 6:30 P.M.

This meeting was held remotely due to COVID-19 mandates and precautions.

THESE MINUTES ARE SUBJECT TO APPROVAL AT THE NEXT REGULAR MEETING.

Present: Jen Guman, Marie Smith, Margot Hall, Anna Wiedemann

Absent: Herb Rosenthal

Also Present: Armel Romeo Kouassi (left at 7:00 p.m.), Operations Manager - Sheila Torres, Kim Chiappetta (clerk), Helen Brickfield – Executive Director, Chamber of Commerce of Newtown (joined 7:55 p.m.)

Call to Order: Ms. Guman called the meeting to order at 6:30 p.m.

Public Participation:

None

Chairman Report and Comment Chairman:

Ms. Guman welcomed Mr. Kouassi to the meeting.

Approval of Minutes:

Ms. Hall motioned to approve the minutes from the regular meeting on February 9th 2021. Seconded by Ms. Wiedemann. All in favor.

Ms. Guman asked for a motion to move the *Board Appointment* up on the agenda from New Business.

Ms. Wiedemann made the motion. Seconded by Ms. Hall. All in favor.

Board appointment:

Ms. Guman noted Mr. Kouassi's extensive resume and background. All members agreed it was impressive. Mr. Kouassi thanked members and said he hopes to bring value to the board.

Ms. Hall explained that the appointment is temporary and that he will need to be confirmed in the fall in order to fulfill the term that Ms. Chaudhary is vacating which extends through December 2023.

Ms. Smith motioned to appointment Mr. Kouassi to join the Board of Managers. Ms. Wiedemann seconded. All in favor.

Operations Manager/Theater Report (Refer to Attachment A):

Ms. Torres asked members if there were any questions on the report she sent out, and added that there was nothing new on the report.



The group briefly discussed the movies shown during the school winter break.

Unfinished Business:

COVID – Governor Guidelines Update:

Ms. Guman reminded members of the new state guidelines released Friday (3/5/2021). The theater remains at a 50% capacity. Ms. Torres explained to members it does change because they were only allowing 75 people in the theater, but now they are permitted to allow 162 people as they were in November. The new guidelines in effect still require distancing, masks and cleaning. Ms. Torres continued to explain that not only do they have to follow the Governors rules they must also adhere to the Town Health Department's rules. Ms. Torres continued to explain that they will be able to hold events in the gym with a maximum of 100 people. In the Alexandria room they will only be able to allow 60 people with a maximum of 8 per table because of the distancing requirements. The meeting rooms will remain at the same allowed number of people because they are small in size. Ms. Guman said she read that capacity limits have been eliminated for gyms. Ms. Torres explained that wrestling is returning in the spring and summer.

Ticketing/Digital Newsletter Platform (*Refer to Attachment B*):

Ms. Torres spoke to a presentation put together by Mike Guman that explained the ticketing platform and newsletter options. (*Refer to Attachment B for details.*)

Ms. Guman asked members if they have any questions. She then expressed concerns with not having an email platform. Ms. Torres agreed. Ms. Guman noted the cost is about \$800 per year. Ms. Torres said that for Giving Day this year the ETH received \$400 in donations, so there could be a possibility of covering this cost with donations if Giving Day is promoted more in advance. The group all agreed that an email platform was needed.

Ms. Guman asked for a motion to move forward with Ms. Torres' recommendation of using Ticketleap for live events, ticketing and movie sales, and using Mailchimp as the email platform.

Ms. Hall motioned to accept the recommendation. Ms. Smith seconded. All in favor.

Movie Support Proposal/Staff Training:

Ms. Torres reminded members that in last month's meeting she presented a proposal from Total Cinema Solutions for maintenance and support of the movie equipment. In this meeting, members asked Ms. Torres to obtain additional quotes. Ms. Torres told members that so far she has been unable to get quotes from companies who support smaller theaters and will need more time. Ms. Torres recommended the Board consider Total Cinema Solutions and pointed out the least expensive and the most beneficial pricing tier options. She continued to explain that there really isn't staff to oversee the movies and that support is important. Ms. Guman clarified that this is not an additional cost, but a cost being transferred from one vendor to another. Ms. Torres reminded members that effective April 30th there will no longer be support for movies. She explained that she also tried to reach out to smaller theaters but found many are closed and are not answering phones. The recommended package is the premium option



at \$2,675 per year for movie support & maintenance. Ms. Torres reminded members again that this is not an additional budget cost because it is being deducted from another contract.

Ms. Guman asked for a motion to move forward with the tech select premium option at \$2,675 per year effective May 1st, 2021.

Ms. Wiedemann so moved. Ms. Smith seconded. All in favor.

Mary Hawley Society Update:

Ms. Wiedemann told members that Ms. Olszewski, Chair of the Mary Hawley Society, is working with Amazon to have an Amazon Smile account set-up allowing for the Society to receive donations. Ms. Olszewski was also looking for volunteers and businesses who could donate food for performers. The Society was able to raise \$400 from Giving Day.

Borough Zoning Update:

Ms. Guman reminded members that the process to establish a Landmark Building zone in the Borough began March 2020, so it has been one year. Ms. Hall explained that the normal time limitation in which the Borough had to respond was not valid due to the pandemic and the process had to start over. Ms. Guman added that the town withdrew the application last year, and has now resubmitted it. The application will go to Borough Zoning tomorrow (3/10) at which time they will accept the application. The next step will be for the Borough Zoning Commission to schedule a date for a public meeting. Ms. Guman asked members if anyone had concerns about the permitted uses on the application. She spoke to one point that would permit the rental of the Alexandria room kitchen for food preparation to be consumed off of the premises. Ms. Torres explained that the reason for this permitted use being added was because caterers have been looking for a commercial kitchen space in town. Ms. Guman asked members if the verbiage limited the ETH. Members discussed the topic further. After some discussion there were no members who disagreed with the way permitted uses were laid out.

New Business:

Annual review of tenant leases:

Ms. Guman explained to the Board that this item was added to the agenda as a note to review tenant leases annually. Ms. Torres reviewed for the group the status of each rental suite and its cost. She noted the opportunity to rent the space where the ETH offices are currently located.

Edmond Town Hall Pop & Bop Event Proposal:

Ms. Torres introduced Ms. Brickfield, Executive Director of the Chamber of Commerce of Newtown, CT located in the ETH, who was in attendance to present her proposal for a *Pop & Bop event*. Ms. Brickfield began by commending the ETH on its cleanliness and safety during the pandemic. She then explained to the group that the Chamber has been approached by members requesting they hold a pop-up shop. The Chamber's proposal is to use the back parking lot for the event. The vendors be in six rows each consisting of 10 x 10 booths with a 10 x 10 space in between to ensure proper social distancing. Ms. Brickfield spoke with Tamra, owner of the Lathrop School of Dance, and Grant, owner of Inspiring School of Music and found each have students who would be excited to perform as entertainment for the event. The event



location would be enclosed by a gate at the top of the hill and event workers would count attendees entering and exiting the area to ensure the state guidelines are followed. An added option for the event would be to give tours of the ETH. Ms. Brickfield said this would provide an opportunity to expose new residents to the events held at the ETH. The Chamber would like to hold the event May 1st. Ms. Torres has already confirmed with the First Selectman that the rider on the insurance will cover the event so no additional insurance is required. She has already spoken with the Health Department on the permitted number of attendees. Ms. Brickfield then showed members an example of signs that the Chamber will be selling at the event. She explained that marketing costs will be low through the use of social media, eBlasts and a banner on the building.

Ms. Guman asked for a motion to accept the partnership with the Chamber of Commerce with the date of May 1st and rain date of May 8th.

Ms. Wiedemann so moved. Ms. Hall seconded. All in favor.

Free Movie Schedule Proposal:

Ms. Torres told members that Ingersoll Auto will be sponsoring one movie weekend per month running from Friday through Sunday. She recommended keeping the days flexible so they can work around the school calendar. She then explained that movies are paid for by the run which typically goes from Friday through Thursday. Since the movie will already be paid, Ms. Torres recommended they be shown for an entire week. In addition, Ingersoll pays the cost to run an ad in the Bee. The group then discussed staff that would be required during movie times.

Compensation Model Changes for Theater Service Staff:

Ms. Torres made the Board aware of the ETH's antiquated compensation model and expressed the need to move to a more current model. Ms. Guman said that they need to come up with a proposal and present it for consideration. Ms. Torres added that the minimum wage has been raised and the ETH must comply with minimum wage laws. The increase will be over time which will end in June of 2023 when the \$15 per hour wage is met. After that time it will increase according to the price index. Ms. Guman added that if the ETH kept the existing model they would not be adhering to the minimum wage requirements.

Ms. Hall motioned to table the conversation. Ms. Wiedemann seconded. All in favor.

Equipment Purchase for Theater Completion:

Ms. Torres reminded members that back in February she submitted a proposal to complete the work for the lighting project and was asked by the Board to get more quotes. In the meantime, it was realized that the DNR contract is through to the end of April and that there were labor hours remaining. Ms. Torres was told by DNR that if the ETH obtains the materials they will complete the labor as part of the contract. So far, only one quote for materials has been received and two others are pending. Ms. Torres expressed that it would be in the ETH's best interest to approve the quote allowing the opportunity to obtain the materials in a timely manner for DNR to be able to do the work before their contract ends on April 30th. Money for the materials will come from theater restoration fund.



Ms. Guman asked for a motion to approve the expenditure of materials necessary to complete the theater lighting project for the lowest quote and that they need to deliver the materials by the end of March.

Ms. Hall so moved. Ms. Wiedemann seconded. All in favor.

Comments from Board Members:

None

Adjournment:

Ms. Hall motioned to adjourn at 8:44 p.m. Ms. Wiedemann seconded. All in favor.

*A recording of the meeting can be found using the link below, or contact
Kimberly.Chiappetta@newtown-ct.gov.*

Edmond Town Hall Board of Managers 3-9-2021 meeting

ETH MANAGER'S REPORT – 9 March 2021 – Sheila Torres

Overview

Our tryout with the movies in February went fairly well despite cold weather and despite having to cancel one show due to snow. People returned and we had a full house on Saturday night for *Wonder Woman 84*. *Despicable Me* sold out all shows, *Babe* was less popular with about half attendance. March 27 the library will be doing a Magic Show in our theater free of charge for those who register. Andy trained Kat Moran on using the advertising system. Amy Mangold is looking into using one of the school properties for a partnership on outdoor (drive-in) movies.

- **Grants** – No word yet on the Shuttered Venue Operators Grant but Lauren keeps checking so that we can apply as soon as it is posted. No guarantee that we will receive any funding.
- **ADA Bathroom** – Met with construction company, plumber and other subcontractors and the doors are being fabricated. Provided counter and electric dryer specifications.
- **CIP Exterior Renovations** – I have a meeting with Rick next week to develop a bidding plan.
- **Plumbing Issues** - The major work has been completed. The only work left is fabricating three aluminum covers and installing them and insulating the steam pipes in the LSOD chase.
- **Newsletter Changes** – Per presentation and work with Mike Guman, we are recommending that we move forward with *MailChimp*.
- **Ticketing Tool** – Per presentation and work with Mike Guman, we are recommending that we move forward with *Ticketleap* for the time being. That may change in the future as we do more live shows.
- **Rentals for Live Events/Movies/Bookings** – I had to cancel one event in Alexandria Room due to regulations but effective March 19 I can have up to 58 people in the room, per health department. The theater rentals for events continue to
- **Movies** - I have confirmed with Ingersoll Auto of Danbury that they are committing to one free weekend per month: Fri, Sat, Sun. I am recommending that we build those weekends around the school calendar to the extent possible and that we begin to publicize those dates and look for good movie candidates to show each month except on weekends when the theater is booked.
- **Theater Completion and Support** – Based on the end of April theater support contract, I recommend that we purchase the materials needed to complete the theater and take advantage of the labor hours left to have DNR complete the job at no labor cost. This will be less expensive than using labor and materials for another company and will allow us to use the existing contract fully.
- I am trying to line up support for our theater as soon as possible because we have a very busy recital season ahead with several new customers that I hope will be able to return in the future.
- **Work/Inspections Completed**

Elevator – Buttons were sticking in the elevator and the emergency police call was triggered. The company came to inspect and found nothing wrong but cleaned and lubricated all buttons and inspected the workings. All is working as it should now.

ETH Ticketing and Email solution

Prepared 03/2021





Overview

Overview

ETH currently has an onsite ticketing platform software that it has licensed (Sensible Cinema) for on site sales. This platform does not have online/presales. For live events, ETH has used Vendini in the past, as well as using Vendini for a monthly email newsletter. Vendini has been purchased by another company (AudienceView) and will no longer be servicing the existing contract for ETH.

Our primary goals, therefore, were looking for:

1. A new live event ticketing platform
2. A new email service platform
3. A solution for movie ticket sales with online ticketing
4. A database for managing patrons

Scope

The following uses were considered:

1. Live event ticketing (online and box office)
2. Movie theater ticketing (online and box office)
3. Ticketing for theater, Alexandria room, drive-in
4. Email newsletters and event marketing

Vendors Considered



Ticketing

Sensible Cinema

- Current box office solution
- Removed from consideration for live events and online due to cost of installation, ongoing ticket fees, and limited system capabilities

Accesso Showare

- Robust platform used by venues such as Bridgeport Downtown Caberet and Ridgefield Playhouse
- Removed from consideration due to cost (minimum \$10,000 annual revenue for Accesso)

Vendini/Audience View

- Former live event platform
- Removed from consideration due to cost (deferred monthly fee and higher cost tickets than competitors)

Eventbrite

- Popular live event ticketing platform; used previously by Avielle Foundation and Zoot Live (ETH renters)

Tix.com

- Event ticketing platform discovered by Sheila

Ticketleap

- Event ticketing platform previously used by ETH for movies and drive-in

Email

Constant Contact

- used by the Community Center
- popular off-the-shelf email provider

MailChimp

- popular off-the-shelf email provider

Ticket vendor email

- considered Tix.com

Ticketing Vendor Pros/Cons

Tix.com

Pros:

- More robust set of features (donations, CRM, reporting, subscriptions)
- integrates with square
- lowest cost for paid events (using square; better for higher cost events)

Cons:

- UI is less intuitive/user friendly
- More technical and manual setup for events
- can support email BUT 3rd party platform highly recommended
- no 3rd party CRM integration, but does have manual data export

Eventbrite

Pros:

- best UI for ticketing features
- best user experience for purchasing tickets
- integration with Mailchimp for email/CRM
- app marketplace for platform integrated with many other services (at additional cost)

Cons:

- highest cost per event
- fewer 'free' add-on features than [tix.com](https://www.tix.com)
- requires purchase of email/crm (mailchimp)

Ticketleap

Pros:

- easy event creation
- no service fee for free events; low cost for paid
- no fee for onsite ticketing
- lower cost than eventbrite
- simple ticket management
- staff is currently familiar with setup and reporting
- better visual ux for customer than tix.com
- free for free events

Cons:

- requires purchase of email/crm (mailchimp)
- does not support existing patron upload
- no 3rd party CRM integration, but does have manual data export
- limited add on features (limited donations, no built-in subscriptions/membership)
- no live customer support



Ticketing Vendor Pricing

Tix.com

- Box office: \$0.25/ ticket (plus processor fee)
- Online: \$1-\$1.50 / (plus processor fee)
- Comp ticket: \$0.10

note: Square processing fee is 2.6% + \$.10 per transaction for non profit

Eventbrite

Essential Package: 2% + \$0.79 per sold ticket

Recommended: Professional Package:

- Service fee: 3.5% + \$1.59 per ticket
- Free events: no cost
- Payment processing: 2.5% per order
- Point of sale ticket sale: \$1 per ticket plus processing fee

Ticketleap

- Free events: no cost
- \$1-\$5 tickets: \$.25 processing fee, no service fee
- greater than \$5 ticket: \$1 + 2% service fee; 3% processing fee
- no service fee for on site sales

<p>Case Study: A concert with tickets at \$40 per ticket that sells 250 seats. 200 tickets bought online, 50 tickets at the door. Ticket sale revenue=\$10,000; assume 2 tickets sold per order</p>	<p>Tix.com Box office fee: \$12.50 Online fees: \$300 Processing fees: \$285.33 Total: \$597.83 (Can be absorbed by customer or venue)</p>	<p>Eventbrite Box office fees: \$50 Online fees: \$598 processing fees: \$266.20 Total: \$914.20 (Can be absorbed by customer or venue)</p>	<p>Ticketleap Box office: 0 Online: \$360 Processing: \$310.80 Total: \$670.80 (Can be absorbed by customer or venue)</p>
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Email Vendors



Mailchimp

Standard plan - 10,000 contacts

Pros:

- Easy email creation, sending, reporting
- Lower cost than Constant Contact
- Marketing CRM features included with email package
- robust integrations with wordpress and ticketing platforms (ie eventbrite)

Cons:

- cost

Constant Contact

Email plan - 10,000 contacts

Pros:

- Easy email creation, sending, reporting
- other town entities (Community Center) using platform
- integrates with wordpress and some ticketing platforms (ie Eventbrite)

Cons:

- higher cost than Mailchimp
- fewer Marketing features included with base plan

Tix.com

Pros:

- free for events and newsletters
- integrated with Tix.com

Cons:

- outdated email building capabilities
- unknown ability to deliver email to inbox (other providers have email deliverability metrics)

Pricing

\$78/Month or
15% monthly discount for verified
non profit/charity (\$66/month)

\$95/Month or
20% semi-annual discount for
verified non profit/charity
(\$76/month)

n/a

Recommendation

Solution	Live show cost estimate (assume 10 live shows per year at \$40 per show avg.)	Movie cost estimate (assume 150 movie tickets sold ONLINE per week at \$3.50)	email/crm cost	Hardware requirements	total ongoing annual costs (estimated based on assumptions listed)	Recommended solution
Tix.com for live events and email (lowest cost, no additional fee for email; worse user experience, unknown email capabilities); Ticketleap and/or sensible cinema for movies	\$6000 per year	\$1950 per year (+ any sensible cinema maintenance costs)	0	-ticket printer -scanner (ios or android) -box office computer/ipad	\$6000 to patrons \$1950 to ETH (online movie tix)	
Eventbrite for live events; ticketleap/sensible cinema for movies Mailchimp for Email/CRM	\$9100 per year	\$1950 per year (+ any sensible cinema maintenance costs)	\$792/year	-ticket printer -scanner (ios or android) -box office computer/ipad	\$9100 to patrons; \$1950 to ETH (online movie tix) \$792 to ETH (email)	
Ticketleap for live events ticketing; Ticketleap for movie online sales; Ticketleap OR sensible cinema for box office movie sales Mailchimp for Email/CRM	\$6700 per year	\$1950 per year (+ any sensible cinema maintenance costs)	\$792/year	-ticket printer -scanner (ios or android) -box office computer/ipad	\$6700 to patrons; \$1950 to ETH (online movie tix) \$792 to ETH (email)	Recommended solution for near term; When ETH grows to a point where more features are needed, we can reassess and build features, move to eventbrite or another provider